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ABSTRACT

Examples are given of the ways that the states have used funds from Title I of the Library Services and Construction Act to assist libraries in implementing outreach projects for the benefit of those who cannot easily avail themselves of ordinary service. Library outreach programs for inner-city residents; for non-English speaking persons in New England, Hawaii, and California; for isolated groups in Alaska, the Ozarks, and the Appalachians; and for aged and handicapped persons, including residents of nursing homes, are described. (SK)

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REACHING OUT

Some USOE-Funded Programs and Projects That Illustrate the Efforts of Public Libraries To Attract New Clientele

Compiled by Kathleen Molz and Staff of the
Division of Library Programs, U.S. Office of Education

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FOREWORD

"Sec. 101. The Commissioner shall carry out a program of making grants . . . to States . . . for making library services more accessible to persons who, by reason of distance, residence, or physical handicap, or other disadvantage, are unable to receive the benefits of public library services regularly made available to the public. . . ."

With the 1970 amendments, the Library Services and Construction Act (Public Law 91–600) confirmed a new dimension of public library service that further emphasized a user-oriented service rather than a supplier-oriented one. Fronting on the main streets of countless American towns, public libraries have been traditionally open and available to the community. The library was known as the supplier of books and other learning resources for the housewife, the student, and the businessman, but the user had to seek out the library. Public librarians were more than eager to serve their clientele, but all too often the clients had to discover the library for themselves.

Since the early sixties, concerned library administrators have been reexamining their philosophy of public service and in the process have extended and directed their services outward into the community. Paperback books are in the neighborhood beauty shop and barbershop; the media mobile with films and books wends its way into the migrant workers' camp; and library storytellers choose to spin their tales on the stoops of rowhouses in inner-city ghettos. This extension of library service is called "outreach," and it is characterized by flexibility in terms of staffing patterns, locations, and hours of service. It is also characterized by the increasing social awareness of those who work in libraries that the library itself may not always prove the only place to bring learning and living together.

This brochure describes the ways that the States have used funds under title I of the Library Services and Construction Act to assist libraries in implementing outreach projects for the benefit of those who cannot easily avail themselves of ordinary service. The old, the prisoner, the handicapped and the shut-in, the economically and educationally disadvantaged, and the geographically and linguistically isolated are among the thousands of Americans who are benefiting from these outreach projects.

Dick W. Hays
Acting Director
Division of Library Programs

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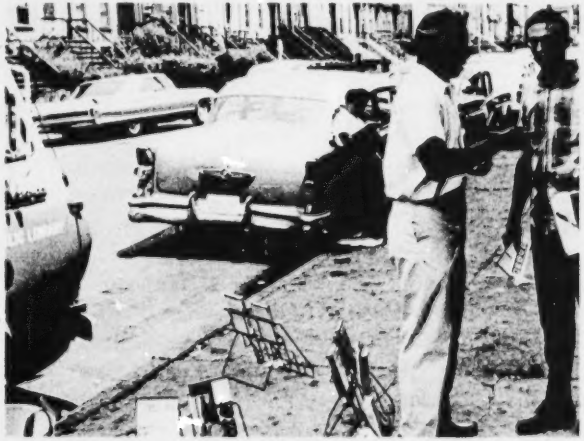
REACHING OUT TO INNER-CITY AMERICANS

The traditional branch library in an American city usually had a high charging desk situated dead center in the building, an area to the right where adult books were housed, and an area to the left reserved for the children. The construction of newer facilities has changed this rigid system of public service. Lounge furniture has replaced the hard-backed chairs, collections for both adults and children are sometimes interfiled, and the charging desk has been gracefully eased to the side. Unfortunately, many center city libraries have not been able to replace all of their outmoded buildings, and as a consequence, the staid turn-of-the-century atmosphere does little to invite and retain the would-be library user.

In an effort to redirect their services toward present-day users, public libraries in inner cities have been experimenting with new service outlets and delivery systems. These include media mobiles that explore downtown streets, audiovisual material and books in day-care centers and housing projects serviced by community residents, and storefront libraries and information centers.

Supported by Federal funds is the Go-Round in the Borough of Queens in New York City. Two vans stocked with materials traverse depressed neighborhoods that have been selected because children are not being reached by Head Start, day-care, or other organized programs. Community aides recruit the children to be on hand when the mobie units arrive



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on their blocks. The children's attitudes have improved toward books, reading, and school and, what is equally important, older siblings and parents are sharing an interest in reading on their own and are borrowing the more mature materials offered by the Borough's library system.

MORE (Making Our Reading Enjoyable) is the innovative name chosen by the staff of the Chattanooga (Tenn.) Public Library for the bright yellow van which services six day-care centers, two of which are located in Model Cities neighborhoods. Many of the children served by the mobile unit had never seen books in their homes nor had been read to by their parents. In addition, commonplace items, such as a horse saddle, fishing line, drum, or a stuffed animal, were not recognizable by the children. These articles, too, were introduced especially if the van's storyteller wished to tell them a tale dealing with objects. Films and filmstrips, shown within the van itself, afford lessons in safety, citizenship, and manners. During one observance of Black History Week the project staff conducted a program for preschool children on famous black Americans. During the project's first year of operation, over 5,000 books were circulated to these children, none of whom had ever borrowed a book before. In order to accommodate the needs of youngsters other than those in the day-care centers, the MORE van visits housing projects and community centers. Door-to-door contact in low-income neighborhoods enables the MORE staff to inform local residents that books can be borrowed from the van.

In an effort to prevent further abuses of drugs, the Connecticut State Library launched a mobile drug information center in 1972. The mobile van is called "Curious Alice," a name derived from the title of a National Institute of Mental Health (NIMH) film on drug abuse. In turn, NIMH had borrowed the title from Lewis Carroll's *Alice in Wonderland,* the famous story of a little girl who drank mysterious potions which made her either smaller or larger. Considered the first of its kind in the Nation, the mobile unit stemmed from a cooperative venture linking a number of agencies including the Connecticut State Library, the State Department of Mental Health, the State Drug Advisory Council, and the Capitol Region Drug Information Center. The mobile unit operates statewide, stopping at shopping centers, schools, or other community gathering places. The van carries books and audiovisual materials relating to the drug and alcohol problem and affords informa-

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tion on treatment centers and rehabilitative services in Connecticut. Some materials are also made available in the Spanish language. During the first 4 months of its operation, the mobile unit visited 29 different locations with an attendance record of over 7,000 people. Interest aroused by a visit of the mobile unit is followed up by special exhibits and services in local libraries.

A target population of 100,000 economically disadvantaged people is being reached by the library stations of the Kansas City Public Library in Missouri. A boy's club, a church, a Community Action Program center, a disused laundry room in a housing project, a playground, and several schools in isolated neighborhoods all serve as library reservoirs. The staff of the stations are indigenous paraprofessionals who provide storytelling and other programmatic activities. These young people are selected in conjunction with the city's Career Ladder program for school dropouts. Neighborhood teachers assist the staff whenever needed. Publicity about the stations is spread by word of mouth, the use of attractive posters, and the sponsorship of a weekly radio broadcast entitled "Check Out Your Mind." Other community agencies, such as the Junior League, the Model Cities program, and the Community Action program, have endorsed the concept of the library stations which represent an additional delivery service beyond that filled by the city's public library branches. An independent study team surveyed the participants and found that the majority credited the project for their increased desire to read and for their greater comprehension of textual material. Three-fourths of the younger participants reported doing better in their schoolwork because of the project.

Lawndale, a community of 100,000 black people

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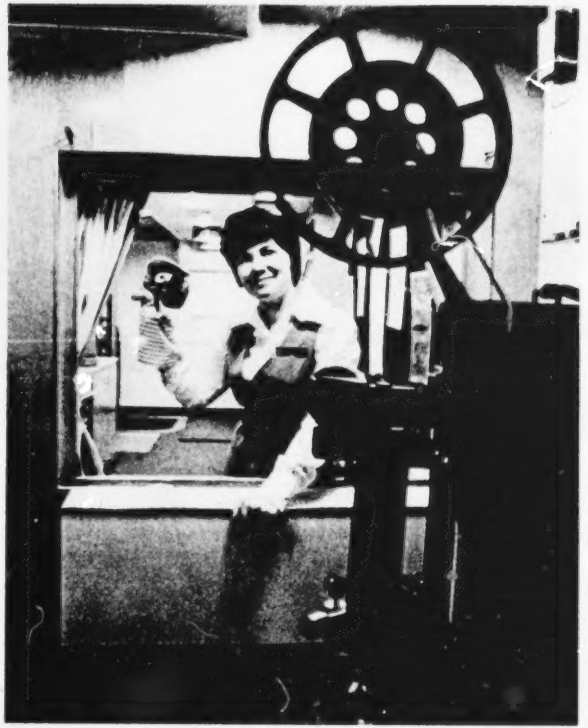
in Chicago, Ill., is the site of a significant outreach project that involves the social and educational resources of the entire community. Curbstone library service, tutorial sessions, mobile service to the Lawndale schools, and an emphasis on black history and literature are included in the program. Through the efforts of the advisory committee of area residents, the busing of elementary school classes to the Neighborhood Library Center is now operating. At present, this activity involves 15 classes in 8 elementary schools. Weekly visits to the center are arranged for the children whose progress is being evaluated by both the Chicago Public Library and the city's board of education to determine the effect of the center on reading achievement.

The PLACE (Public Library Action for Children's Education) project is a special effort of the Forsyth County Library System (Winston-Salem, N.C.) to reach the children of its Model Cities area. Teachers, volunteers, and young people selected from the area were all recruited to assist in this goal. Programs for children using films, books, puppets, and educational games are taken to day-care and community centers and Head Start classrooms. A media mobile reaches children at playgrounds and recreational



centers. The National Association of Counties Research Foundation cited the Forsyth County PLACE project for its excellence.

Two parish libraries in Louisiana, St. Bernard Parish Library and the New Orleans Public Library, revived the ancient Biblical name of Jericho to signal their own battle to break the barriers to full library access. With headquarters in New Orleans, the Jericho program is intended to reach three special groups: the Spanish-speaking, comprising 15 percent of the area's population; the blacks, comprising over 40 percent; and the senior citizens of the two parishes. All Hispanic organizations in the parishes were contacted, and door-to-door visits were made by the library staff to introduce the services to Spanish-speaking residents. Registration forms, library cards, and explanatory materials about library services are all now available in Spanish. Black activities were for the most part concentrated on the children enrolled in 10 day-care centers and the participants of programs carried on in 9 community centers. One activity devoted to the history of the black struggle proved so popular that it grew into a 3-week affair with over 3,000 school children in attendance. Seven nursing homes in the parishes, in addition to the General Hospital in St. Bernard Parish, are now depositories for books and other materials, and plans are underway to expand the outreach services to elderly people who are not in nursing homes or hospitals.

Over 200,000 people living in the Model Cities area of Philadelphia are responding to the integrated library and information services furnished by the Free Library of Philadelphia through its Model Cities Community Information Center. The Center has three specific activities: (1) Three-way conference phones permit telephone operators to put residents in touch with community social, health, and other workers; (2) a computerized data bank processes information relevant to such human needs as housing, education, welfare, and legal advice; and (3) it sponsors an education and training program. Social workers and local librarians are being taught to use the computerized data bank.

In cooperation with the Housing Authority, the local chapter of the National Association for the Advancement of Colored People, the Urban League, and other agencies, the Peoria Public Library in Illinois has established experimental services in two inner-city areas inhabited by extremely poor people,

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These Black Heritage performers draw audiences to the library auditorium with African dances, music, and dramatic readings.

75 percent of whom are black. Book-study centers are situated in local housing projects, and residents are exposed to books, films, and other media—much of which describes the black experience in America. Peoria's park and recreation personnel offer instruction in arts and crafts, art and essay contests, and storytelling sessions for the children. In addition, the 16,000 residents of the area can find library books and other materials in their beauty shops, barbershops, taverns, and liquor stores.

One of the most nationally recognized of the inner-city outreach projects is the Langston Hughes Community Library and Cultural Center in the Borough of Queens, N.Y., which is named for the noted black poet. The center is governed by its own board of directors selected from residents of the community.

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Books, phonograph recordings, periodicals, and other materials feature the cultural heritage of the neighborhood's residents. Activities include children's story hours, lessons in Swahili, informational programs about drug abuse, a homework assistance program, and tutorial sessions. The center also houses the offices of a group of journalists who publish the community's own newspaper, aided in part by the staff of the *New York Times*. As a supplementary service, "footmobiles" —members of the Neighborhood Youth Corps—carry books and materials to stoops, backyards, and other community outlets, where materials are also picked up for return to the center. With Federal funds granted by New York State to the Queens Borough Public Library, the center operates without many of the restrictions placed on the system's branch libraries. For example, there are no fines for returning materials late, and users of the center are not challenged by a card catalog system, since books and materials are color coded for easy identification and storage.

Flexibility and imagination characterize the outreach activities of the Nation's city libraries. The success of many of these ventures has been aided by Federal funds, but it has been assured by the dedication of the librarians and library aides who have indeed reached out to the inner city. A journalist for the *Christian Science Monitor* described them as the "we-care librarians," who have "ventured into the inner-city in search of people to help—people who regard libraries as stuffy or forbidding places. 'We-care' librarians have taken a hard look at the library's role in community, redirected its services, broadened its programs, and in many cases radically changed its methods."

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REACHING OUT TO GEOGRAPHICALLY AND LINGUISTICALLY ISOLATED AMERICANS

The average American lives within a metropolitan area. He goes to work in a suburb or a city, and he speaks English to his family and coworkers. Yet, over 50,000,000 Americans live in rural areas, and others, though literate in the language of their native country, find difficulty in expressing themselves in English. The informational and reading needs of these Americans are no less real than those of their English-speaking, urban fellow citizens, but fulfilling these needs presents special challenges to public libraries.

Federal funds have enabled libraries to sponsor a number of unusual projects for non-English-speaking clientele. Casa da Saudade, the name of the storefront of the New Bedford (Mass.) Public Library, serves the Portuguese immigrants of the city. Books, magazines, and pamphlets are available in English and in Portuguese. English-language lessons are provided for adults through the cooperation of the Ibero-American Center, a department of Bristol Community College. Films, lectures, and discussions are offered monthly on issues important to this Portuguese-American community, and story and craft hours are held for the children.

In Boston, Mass., an outreach project was set up and equipped with materials and services tailored to the requirements of a pluralistic and multilingual culture. Within the confines of the neighborhood served by the library's South End Branch, 20 languages are spoken. Among the most prominent are Spanish, Greek, Portuguese, and Arabic. Special emphasis is placed on recordings, films, and other materials which are designed to further instruction in English. Newspapers and periodicals, however, are available in several languages so that these non-English-speaking citizens are kept informed of significant news events and international trends.

Aged French-speaking and Swedish-speaking Americans were included in a special project in Aroostook County, Maine. Concerned that elderly Americans made little use of libraries, local librarians employed the help of students and other volunteers to record in Swedish and in French the legends and memories of these descendants of early American settlers. The 116 hours of tape cassettes, now a permanent file,

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describe the customs of the French Acadian community, Christmas traditions and other aspects of local and regional history. Important as these records are of a passing America, of greater importance is the link established by the librarians with these older and overlooked Americans.

Over 35,000 Spanish-speaking residents of Oakland, Calif., find information and a renewal of their cultural identification and pride in the Latin American Library (the Biblioteca Latino Americana). A staff entirely composed of Spanish-speaking persons is committed to making this library a center of community life. In constant use from 8 to 10 hours a day, the Biblioteca provides bilingual books, periodicals, newspapers, and films. Bibliographies and listings of materials held by the library are made available nationwide. The staff receives and honors frequent invitations from communities in other States to conduct workshops on library services for Spanish-speaking persons. No better index of the Latin American Library's success could be achieved than the queue of people standing outside its doors awaiting the morning's opening.

During the peak season of the crop harvest (March through November) over 12,000 Mexican Americans stream into the migrant worker camps of the State

of Washington. A bookmobile, sponsored by a city and a regional library, began evening runs during the harvest period. The service was so popular at some camps that the original biweekly schedule was revised to a weekly one. Strong interest is evinced in materials that teach the English language. Though only 2,500 Mexican Americans remain in the camps throughout the year, the mobile unit continues its rounds, limiting its visits to adult education, day-care, and other centers in the winter months.

Lorain, Ohio, situated about 30 miles west of Cleveland, is not atypical of other industrial towns in the Midwest, yet 15 percent of its population is Spanish-speaking, mostly Puerto Rican. Realizing that these new residents were unfamiliar with local library service, the Lorain Public Library initiated Project Libros, a door-to-door contact arranged by Spanish-speaking staff members who wanted to introduce their new neighbors to the public library. During the first 18 months, Project Libros made 424 home visits, reaching almost 2,000 Spanish-speaking residents. Most of these people had never before used a library. Project Libros also arranged special programs of films, language classes, and adult education courses for both the Spanish-speaking and Anglo communities. If statistics are any barometer of success, then the almost 18,000 Spanish-language items circulated within the past year and a half and the registration of almost 1,000 Spanish-speaking Americans speak for themselves.

The provision of specialized services for Asian Americans is being addressed by a project sponsored by the Office of Library Services in Hawaii's State Department of Education. Tapes in languages other than English are being recorded and furnished for residents in institutions and the handicapped in Hawaii and the Pacific Basin area. The languages being recorded include Chinese, Japanese, and Korean, and dialects spoken in the Philippines and in Hawaii.

The over 50,000,000 Americans who still reside in rural and other remote areas also present special challenges for the delivery of library service. Here geographical barriers, rather than linguistic ones, must be overcome. Delivery systems range from small aircraft, which provide books and materials to the population of Northern Alaska during the months when the rivers are frozen and the roads impassable, to books-by-mail operations in many rural counties.

In upstate New York some 38,000 rural mailbox holders received a catalog of 1,500 book titles from

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a county library. Requests for books during the first week of operation totaled 3,500. Over 13,000 books were mailed during the first 9 months of the project. In answer to a user questionnaire, 87 percent of the respondents indicated total satisfaction with this expanded service and 60 percent noted that they had never used a library. In a further expansion of the project, prisoners in Attica Penitentiary are now recipients of the catalog which has grown in the meantime to include 3,000 titles of new and pertinent items.

Learning to read is the motivating force for hundreds of black illiterate adults who attend the evening openings of small town libraries in eight counties served by the Arkansas River Valley Regional Library. The library, in cooperation with the State Adult Education Agency, provides teachers and easy learning materials and followup volunteer tutors. Some 4,000 adults in the region have been reached by the library's services for the first time.

To initiate library service in five rural Appalachian counties in Kentucky, a number of demonstrations were launched with a combination of Federal and State funds. Rental space, books, equipment, and personnel were all provided in the expectation that the rural residents would realize the value of good public library service. The 2-year demonstrations in Estill, Mercer, and Greenup Counties resulted in the passage of petitions for a local library tax. Materials already supplied will remain in the counties, which will now assume the financial responsibility for continuing the program.

The problem of compensating for geographic isolation is further compounded when linguistic dif-

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ferences are also a factor. Such is the case of the federally supported library project situated on the Fort Hall Indian Reservation, the largest in Idaho. Approximately 4,000 people, including 1,200 school-age children, reside on the 523,000-acre reservation. There are two distinct linguistic groups: the Shoshone and the Bannock tribes, each with a unique language. With Federal funds derived from the U.S. Office of Education, the Bureau of Indian Affairs, and the Economic Development Administration, a library service has begun. The tribal representatives themselves requested the service because they felt their children were falling behind their non-Indian fellow students owing to the lack of resources on the reservation. To establish library service, the Tribal Council appointed a library committee to work directly with the Idaho State Library, the administrator of the Library Services and Construction Act (LSCA) funds in the State. Materials with particular emphasis on the culture of the North American Indian are being circulated from a quonset hut, several tribal lodges, and a bookmobile.

A sizable grant from the Economic Development Administration (U.S. Department of Commerce) will make it possible to build a permanent facility on the reservation that will include space for a library.

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REACHING OUT TO OLDER, HANDICAPPED, AND INSTITUTIONALIZED AMERICANS

The little boy who whistles while he mounts the steps of his local library has little thought, perhaps, that those very steps could be an absolute barrier to the enjoyment of reading for the aging and physically handicapped. Nor does he reflect that the handsomely illustrated book on airplanes which he wants to borrow can never be seen by the blind.

The outreach activities of public libraries for older, handicapped, and institutionalized Americans, better described as a "reaching in," brings books and films to residents of nursing homes and hospitals, to inmates of prisons and penitentiaries, and to those seriously handicapped and elderly Amercians who are shut-ins and, more seriously, shut off from the outside world. Among the most difficult and yet most rewarding of all public library services are those which reach out to these special clients.

An initial grant of LSCA funds by the Missouri State Library Agency made it possible for the Daniel Boone Regional Library to start specialized services in Boone, Callaway, and Howard Counties. Nursing, retirement, and boarding homes with a population of over 100,000 people are visited biweekly; an additional 500 shut-ins are visited monthly. Services are also extended to inmates of the counties' jails, firemen confined to their stations of duty, and patients in the counties' hospitals.

The materials afforded these people are in a variety of formats, including large-print books, E-Z

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eye paperbacks, print magnifiers, braille materials, and a range of ordinary printed materials plus phonograph recordings and tapes. Three fieldworkers personally visit the area's shut-ins, among them a 90-year-old woman whose impaired vision permits her to enjoy only short stories printed in enlarged type. Inmates' requests range from light reading to materials on electronics and careers.

In Arizona, Federal funds are being used to identify blind, handicapped, or other persons in need of special service. In conjuction with the Easter Seal Society, a trailer visits fairs, shopping centers, and other sites to identify potential users. Mexican American and American Indian personnel are involved in the search. In one year, 600 new readers were identified, including 160 Indians.

Children with severe learning disabilities participate in an intensive program sponsored by the South Hadley (Mass.) Public Library to aid both the local school system and a concerned parents' group, SHOULD (the South Hadley Organization to Understand Learning Disabilities), in remedial help for these children. The library is undertaking classes in music appreciation, coaching a drama club, and sponsoring a camera club, the latter for junior high and high school students whose learning disabilities have only recently been recognized. The local cable television station anticipates that these young people will be able to produce their own videotapes for broadcast.

Both teachers and parents have been pleasurably surprised that these children have taken to classical music, and that under the tutelage of the children's librarian their interest and attention were sustained enough to produce their own pantomimes and playlets during National Library Week and the Christmas season.

In Texas, the Houston Public Library received Federal funds to initiate outreach activities to the senior citizens in nine homes and to the youthful offenders detained in the County Detention Home. Films, slides, and cassette tapes were purchased, and a books-by-mail service was begun to reach elderly Houston residents who live in their own homes.

The aged and chronically ill, some of them residents in hospitals and nursing homes and others in private dwellings, were identified for an intensified program conducted by the St. Louis Public Library in Missouri. In 1971, almost 100,000 books and other items were used by these aging and ill citizens. Circulation of materials continues to increase.

In cooperation with the Connecticut Department of Corrections, the Connecticut State Library used Federal funds to upgrade the library holdings of 9 correctional facilities serving over 2,000 inmates. A statewide film service for the use of the prisoners was also instituted. It is interesting to note that 10 percent of all the State's residents engaged in adult basic education are residents of penal institutions.

Within a 4-year period, a 37-percent increase in circulation was achieved by blind and physically handicapped residents in Utah, Wyoming, and Idaho. Braille, talking books, cassettes, and textbooks are provided through the Utah State Library, a service also extended to Wyoming by contract. There is total involvement among all types of libraries within these States to furnish materials. Represented in the provision of the services are public, school, academic, and hospital libraries.

Over 450 residents in a coastal Florida center for educable and trainable retarded persons were exposed for the first time to library service through the use of Federal funds. Reading was encouraged, as were the viewing of audiovisual materials and participation in dramatic performances.

Each resident at the center was enrolled in the summer reading program sponsored by the State Library. In all but the least educable residents, increased use of the institutional library and benefit from its services were perceived. Additional provision of professional books was made to the institution's trained personnel.

As a result of a concentrated, controlled experiment involving library service to severely maladjusted, hospitalized adolescents, a Louisiana hospital superintendent established a full-time position for a

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permanent bibliotherapist to work with both adolescent and adult patients. The original project had led to the establishment of a youth activity room situated near the hospital library. In this room, with its stock of books, magazines, games, recordings, and films, these disturbed young people—aged 12 to 18—spent several hours a day, many times with their parents. The librarian, working closely with the hospital's teaching and psychiatric staff, identified materials for patients with severe emotional problems. Group activity was encouraged, as were opportunities to develop socially acceptable behavior. Both the enthusiastic response of the patients to the trial experiment and the staff's perception of the therapeutic value of the program led to the superintendent's decision to continue and expand it.

In Raton, N. Mex., the city's retired people assemble each Wednesday morning to attend special program sessions for senior citizens. The sessions are given over to discussions of politics, local history, readings of poetry, hobbies, and handicrafts. Guest speakers are often asked, but in the main the older people themselves lead the discussions and exchange ideas.

With the aid of Federal funds, the Buffalo and Erie County Public Library reoriented service in three local institutions toward educational and rehabilitative goals. New, attractive quarters were added to the Erie County Penitentiary. Although some library service had been made available to these prisoners for a 20-year period, the materials were no longer relevant and the physical facilities were so poor that they proved a deterrent. Materials for a 3-12 graded reading level embrace a broad range of topics from mathematics and science to the court system and the

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law. Recordings emphasize music appreciation, poetry, the learning of a foreign language, and speech improvement. Approximately 75 percent of the inmates visit the library weekly, and circulation of materials has increased 75 percent over previous levels in the former facility. For inmates in the Erie County Jail who are awaiting trial and sentencing, the public library started a service which reached out to each inmate. A trainee and a page make their rounds with an A-frame book truck on which are displayed paperbacks and other materials. A 300-percent increase in circulation was achieved over the jail's previous record in furnishing library books.

Elderly residents in the Erie County Home and Infirmary are also benefiting from the expanded services. Immobilized patients are visited by volunteers who wheel book trucks into their rooms and recreation areas. Plans for the construction of a modern new

facility call for the library to be located in the center of the building where it will be easily accessible to ambulatory patients. Talking books and remote control filmstrip projects ease the burden of the visually handicapped and those with physical disabilities. Other outreach programs sponsored by the library include deposit collections in nursing homes and senior citizens centers.

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This federally supported State-plan program, organizationally located in the Division of Library Programs, Office of Education (OE), Washington, D.C., is administered regionally in the 10 OE regional offices. A list of the States within each region and the address of the respective Library Services Program Officers follows:

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Boston, Mass. 02203

REGION II: New Jersey, New York, Puerto Rico, Virgin Islands

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REGION III: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

Library Services Program Officer
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REGION IV: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

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